

**Business-Centric Menu Structure.**

**Main Menu.**

- For the ordering department, press 1.
- For the billing department, press 2.
- For the repair department, press 3.
- For revenue management department, press 4.

**Sub-Menu 1.**

- For the phone service group, press 1.
- For the DSL group, press 2.

**Sub-Menu 2.**

(no sub-menu items)

**Sub-Menu 3.**

- For the repair group, press 1.
- For the technician scheduling group, press 2.
- For the technician re-schedule group, press 3.

**Sub-Menu 4.**

(no sub-menu items)

FIG. 1

## Customer-Centric Menu Structure.

### Main Menu.

- If you are calling about your bill, your payments, or your account information, press 1.
- To add, change, or remove an optional service, such as Caller ID or a second line, press 2.
- To open or close your account, or to move or reconnect your service, press 3.
- To find out how to use our services or to find out about the price and availability of our services, press 4.

### Sub-Menu 1.

- To find out the balance due on your account, press 1.
- To discuss or get information about the long-distance portion of your bill, press 2.
- For information about your bill that does not concern long-distance, press 3.
- To report a payment or to find out where to make a payment, press 4.

### Sub-Menu 2.

- To add an optional service, press 1.
- To change or remove an optional service, press 2.
- For information about your Caller ID equipment, press 3.

### Sub-Menu 3.

- To open an account, press 1.
- To close your account, press 2.
- To move your service to another address, press 3.
- To change the name on your account, press 4.
- To get your service reconnected, press 5.

FIG. 2

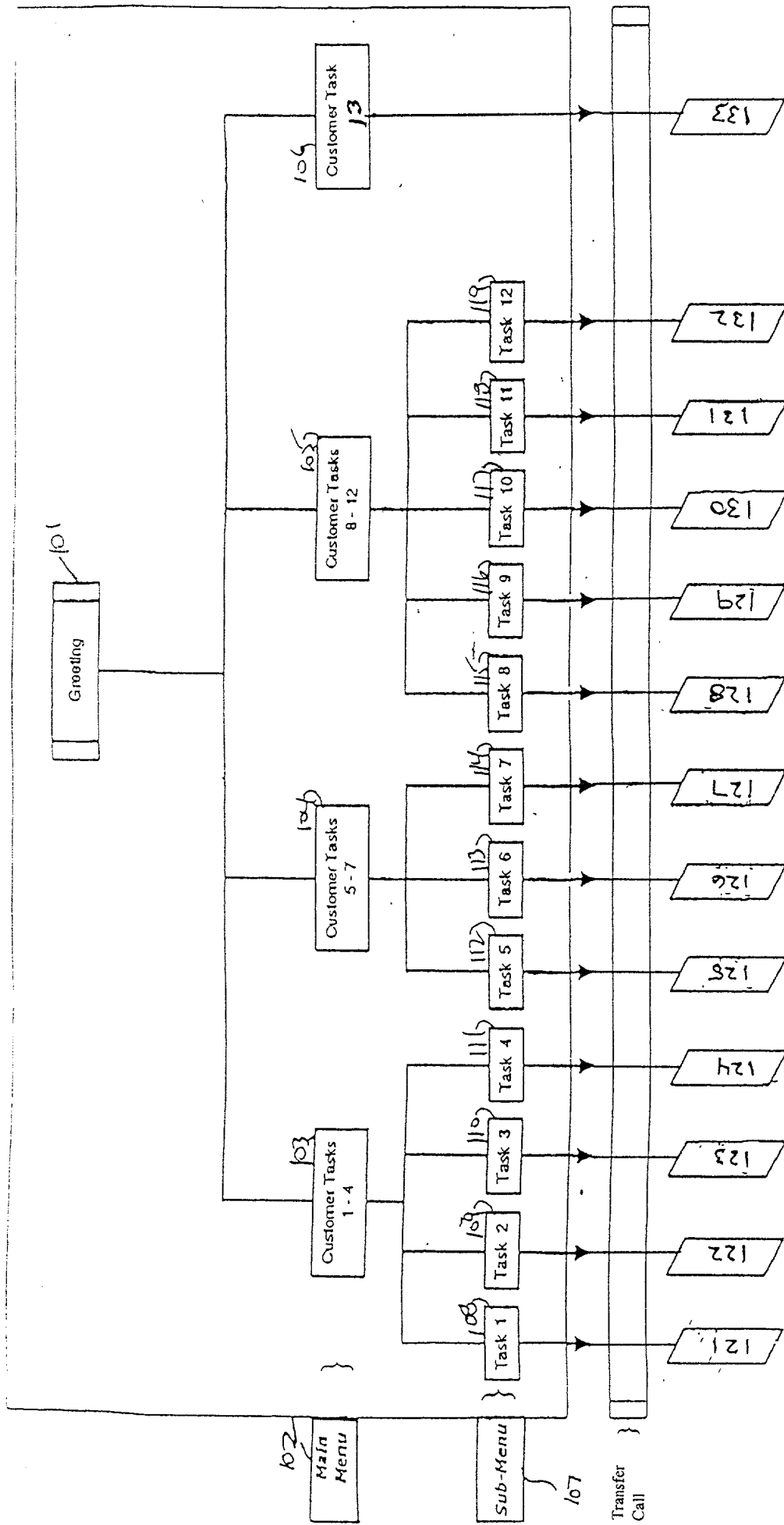


FIG. 3

ITEM	DESCRIPTION	FREQUENCY	CUMULATIVE FREQUENCY
1	Get information about a bill	17.8%	
2	Add optional services	9.3%	
3	Get new service / open an account	9.0%	
4	How to use . .	6.7%	42.8%
5	Disconnect optional service	6.6%	
6	Report a problem with service	5.2%	
7	Change optional service	6.0%	
8	Disconnect service / close account	5.3%	66.9%
9	Get information on services (availability, \$)	4.8%	
10	Schedule a payment	3.9%	
11	Change account information	3.8%	
12	Move service	3.4%	82.8%
13	Get information on account	2.7%	
14	Discuss bill	2.1%	
15	Get information on payment	1.7%	
16	Schedule technician visit	1.2%	90.5%

FIG. 4

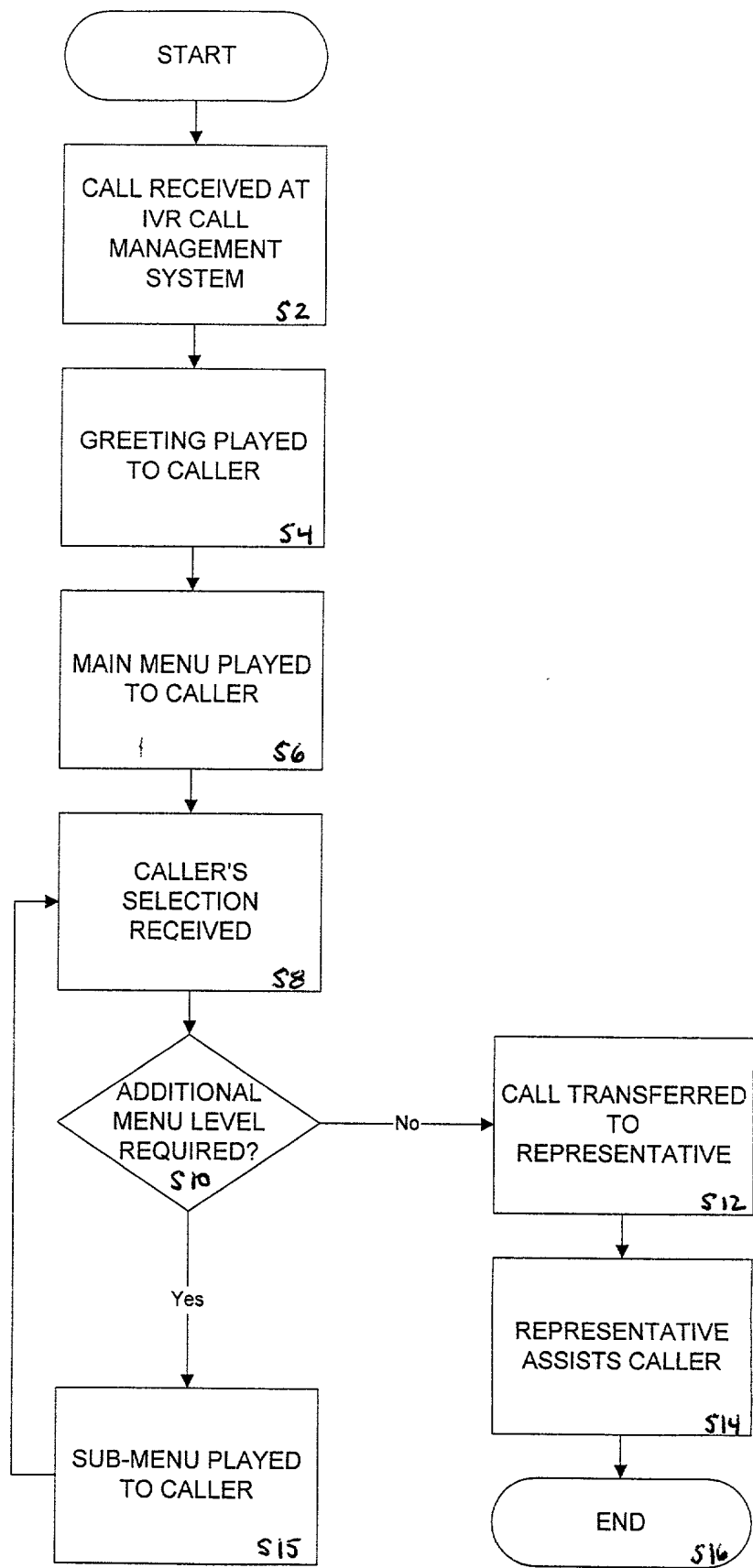


FIG. 5